

Managing a SLGC Educational Outreach Program



ILLINOIS

State & Local Government Committee

OVERVIEW

The State and Local Government (SLGC) Outreach Team Representative serves as the program manager for SLGC Programs. SLGC programs are designed to be hosted on the branch level. Two event types are typical for the SLGC 1) New programming covering current/cutting edge concept in green building. New Programs typically range from 2 - 4 hours in length 2) Update programs from the previous year which have been shortened to limit redundancy for previous attendees yet provide value for both new and old audiences alike. Also the shorter length will accommodate limited time availability for attendees and speakers. Subject update Programs should range from 1.5 -2 hours in length

The typical event format is a combination speaker presentation/panel discussion and audience Q&A. SLGC programs are designed to include information will be a key draw for both new and past audiences and particularly appeal to people who work in the government arena.

USGBC-Illinois Staff assigned to branches:

Katie Kaluzny

Fox Valley

Central IL

Chicago (shared w/ Karin for now)

Joan Martin

West Suburban

South Suburban

Pam Jackson

Rockford/N. Illinois

North/NW Suburban

Below are responsibilities and guidelines that can help ensure a successful event.

RESPONSIBILITIES

SLGC OUTREACH REPRESENTATIVE RESPONSIBILITIES

Prepare text for publicity materials and supply to USGBC-Staff for marketing (examples below).

Materials will include the following:

Budget & Cost

*Branches assume cost for this event. They should be advised of the following:

Budget Estimate: \$1,000 based on 80 attendees: 60-municipal officials and staff; 20-other attendees).

Cost breakdown:

- Catering (\$780);
- Event Location (\$250);
- A/V (\$50-\$250 depending on equipment needs)
- Printing (supplied by USGBC-Illinois office)

Attendee Cost:

Member-\$15

Municipal/Government- \$15

Non-Member-\$20

SEEK SPONSORSHIPS!

As you can see from these numbers above, the program will be presented at a financial loss unless sponsorships are received!

Managing a SLGC Educational Outreach Program

- E-mail alert/registration
- Event pdf for marketing purposes
- Printed agenda for day of event
- Create a contact phone list for everyone featuring all planners of the event, speakers and maybe venue or catering contacts
- Work with presenters to get date availability/share with branches

Prepare timeline to share with branch and speakers. The timeline will guide speakers as to the length of their presentation, time for questions and panel discussion. PowerPoint presentations are encouraged. Convene an initial planning conference call with appropriate leaders of the hosting branch. The USGBC-Illinois staffer assigned to that branch can help facilitate. It's most helpful to **initiate planning at least two months prior to the event**. Share with branch planners a draft agenda/timeline/past publicity to give them a firm idea of the program (prior to a conference call). Set deadlines for each branch responsibility. Follow up with conference calls as necessary.

BRANCH REPRESENTATIVE RESPONSIBILITIES

Help branch in their responsibilities which include:

- Finalize event date
- A Local/Regional Case Study and Speaker, if needed
- Selecting Venue: A LEED certified public building would be ideal and could serve as a touring opportunity. Branch should communicate A/V needs to venue staff. Speaker presentations are typically PowerPoint. A laptop and projection system will be needed. It is important to make sure all presenters prepare the presentations in a format compatible with the powerpoint version of software on the presentation laptop (when in doubt have speakers save presentations to an early powerpoint version format). Suggested microphones (lavaliere for speakers to use at a podium to help mitigate "low volume voices"; table mikes for panel discussion; wireless for audience questions). Make sure panelist table is set up to the side from presentation screen to avoid obstruction.
- Catering (solicit donations or sponsorship; recommended breakfast items might include bagels, pastry, fruit, yogurt, juice, coffee, tea and water (avoid bottled water, if possible). Inquire regarding recycling containers.
- Provide Additional Local Regional Invitees (to add to e-mail blast that uses USGBC-Illinois State and Local Government mailing list.
- Visit venue options to confirm suitability (size, A/V, parking, etc.). Determine parking situation and help with way finding to program as necessary. Prepare signage to direct attendees to meeting space, if necessary.
- Select a moderator (see moderator duties).
- Branch rep to welcome attendees, brief upcoming branch events, introduce moderator.

MODERATOR RESPONSIBILITIES

Managing a SLGC Educational Outreach Program

The moderator for the event will introduce the morning program; introduce speakers, guide/moderate panel discussion and audience Q&A; and serve as the initial speaker to describe the value of building green and sustainable design, describe USGBC and its commitment and provide closing remarks.

NOTE: Possible dates need to be determined. Branches have identified their interest in this program providing specific months for hosting the event. Tuesday and Wednesday mornings are typical best days and times for this event. Panel speakers have been lined up by the Outreach Team with the exception of regional case study speakers. Such speakers will have shared dates where they are unavailable. These dates will be shared during initial branch planning to help better select some suggested dates.

SPEAKER RESPONSIBILITIES

The Outreach team will provide speakers with a general idea of what they should cover in their presentations. Speakers should be asked to send their presentation to the program manager 3 days prior to the event. All speakers should bring a backup on a thumb drive. Presentations must be of a version compatible with the presentation laptop. Presentations should be loaded in order for easy access for speakers. The USGBC-Illinois staffer may be able to assist.

USGBC-ILLINOIS STAFFER RESPONSIBILITIES

- Staffer will help design publicity materials based on past events.
- Staffer will monitor attendee RSVPs to help determine need for increased or repeated publicity.
- Staffer will create slide visuals that run prior to the start of event. Such visuals would promote USGBC-Illinois, its sponsors, any sponsors specific to the event, event name, perhaps a thank you slide.
- Staffer will assist in working with the branch.
- Staffer can also assist in creating table tents with speakers' names.
- Add speaker presentations to SLGC page on USGBC-Illinois website.
- Conduct survey of event; alert Outreach to results.

AT THE EVENT (Outreach representative with assistance from branch representative and USGBC staffer)

- Provide help if needed with registration.
- Make sure all A/V is working.
- Introduce yourself to the speakers.
- If needed, help with registration.
- Bring countdown cards (see below) to help speakers keep their presentation on time.

Responsibility Matrix

Responsible Person					
Task	Outreach	Branch	Moderator	Speaker	USGBC Staff

Managing a SLGC Educational Outreach Program

Responsible Person					
Task	Outreach	Branch	Moderator	Speaker	USGBC Staff
Develop program and structure	X				
Initiate kickoff meeting	X				X
Assign moderator		X			
Case Study & Speaker		X		X	
Other Speakers	X				
Venue Selection & AV Request		X			
Catering		X			X
Additional Planning Meetings	X	X			
Publicity Materials/e-mail blast	X				X
Event MC/panel leader/audience Q&A			X		
Introduction of green building, USGBC & LEED			X		
PowerPoint Presentations				X	
Speaker Contact	X	X			
Morning Registration	X	X			X
On-Site Troubleshooting	X	X	X		X
Event Survey					X
Event Welcome		X			

PLANNING SCHEDULE

Working backward from the date of the event, the following timeline indicates the approximate date (week in advance) that certain program preparation tasks should be implemented and /or completed.

Suggested Implementation Timeline

Task/Milestone	7 week	6 week	5 week	4 week	3 week	2 weeks	1 week	Day of event
Hold kick off meeting	X							
Venue/Date Confirmation		X						
Case Study Selection & Speaker			X					
Publicity				X				
Catering Selected				X				
Follow-up publicity						X	X	

Managing a SLGC Educational Outreach Program

ALL – MORNING

EVENT TIMELINE SAMPLE - New Subject Program

USGBC-Illinois Chapter, State and Local Government Outreach Team & ... Branch

New Program

DATE, 8 a.m.–12:00 p.m. (Speaker presentation should run between 20 - 30 minutes. Over all program length should be adjusted based on Subject matter)

LOCATION

Time		Speakers	Topic
8:00 - 8:30	30 min	N/A	Coffee and continental breakfast
8:30-8:35	5 min	Moderator or Branch Representative	Welcome, short introduction, outline of morning.
8:35 - 8:50	15 min	Moderator	<ul style="list-style-type: none"> • Introduction to USGBC & LEED/Latest News/Branch News • Quick Definition of green buildings & benefits • Highlight area municipalities that have been green building _leaders
8:50 - 9:20	30 min	Subject Expert #1	<ul style="list-style-type: none"> • An expert in the area of the program subject presents on the subject matter. • The speaker should be engaged to present multiple times over the course of a year, a typical program is repeated 3-5 times.
9:20- 9:50	30min	Subject Expert #2	<ul style="list-style-type: none"> • An expert in the area of the program subject presents on the subject matter. • The speaker should be engaged to present multiple times over the course of a year, a typical program is repeated 3-5 times.
9:50 – 10:20	30min	Subject Expert #3	<ul style="list-style-type: none"> • An expert in the area of the program subject presents on the subject matter. • The speaker should be engaged to present multiple times over the course of a year, a typical program is repeated 3-5 times.
10:20-10:30	10 min	Break	<ul style="list-style-type: none"> • Provide Break for attendees
10:30-10:50	20 min	Subject Expert #4	<ul style="list-style-type: none"> • An expert in the area of the program subject presents on the subject matter. • This speaker may be more locally appropriate or flex position
10:50-11:20	30 min	Speaker for Case Study	Tie it all together with a strong case study of how a local government (city, village or county) applied the program subject matter in a real world setting.

Managing a SLGC Educational Outreach Program

11:20-11:40	20 min.	3 panelists	Panel discussion and audience Q&A
		Moderator	Closing, thank you, networking

Managing a SLGC Educational Outreach Program

SHORTER

EVENT TIMELINE SAMPLE - Subject Update Program

USGBC-Illinois Chapter, State and Local Government Outreach Team & ... Branch

Update Program

DATE, 8 a.m.–10:30 a.m. (Program length should be adjusted based on Subject matter)

LOCATION

Time		Speakers	Topic
8:00 - 8:30	30 min	N/A	Coffee and continental breakfast
8:30-8:35	5 min	Moderator -	Welcome, short introduction, outline of morning.
8:35 - 8:50	15 min	Moderator	<ul style="list-style-type: none"> • Introduction to USGBC & LEED/Latest News/Branch News • Quick Definition of green buildings & benefits • Highlight area municipalities that have been green building leaders
8:50 - 9:10	20 min	Subject Expert #1	<ul style="list-style-type: none"> • An expert in the area of the program subject presents on the subject matter. • The speaker should be engaged to present multiple times over the course of a year, a typical program is repeated 3-5 times.
9:10 - 9:30	20 min	Subject Expert #2	<ul style="list-style-type: none"> • An expert in the area of the program subject presents on the subject matter. • The speaker should be engaged to present multiple times over the course of a year, a typical program is repeated 3-5 times.
9:30 - 9:50	20 min	Speaker for Case Study	Tie it all together with a strong case study of how a local government (city, village or county) applied the program subject matter in a real world setting.
9:50-10:15	20 min.	3 panelists	Panel discussion and audience Q&A
		Moderator	Closing, thank you, networking

Managing a SLGC Educational Outreach Program

SAMPLE AGENDA – NEW PROGRAM /SUBJECT UPDATE



Enter Program title
Presented by the U.S. Green Building Council (USGBC)-Illinois Chapter's
State and Local Government Committee &
Enter Branch(s) name Illinois Branch
Enter Date of Program, 2012

Provide a headline blurb to grab attendees attention and summarize the program here: Example: We often hear about "going green," but what does that really mean to a city or town? **Going Green and Paying for It: Green Tools for Municipalities** features two panel discussions providing guidance on how to start saving energy and money through green building practices and energy conservation.

8:00 - 8:30 a.m. Coffee and continental breakfast/networking

8:30 a.m. - 10:20 a.m. **Part 1: Subject Area 1/Provide Brief sentence giving a subject matter summary.**

Moderator

Moderator Full name, List licenses, degree's, Certifications etc, List position title, employer, and location
Provide bio paragraph

Panelists

Panelist #1 Full name, List licenses, degree's, Certifications etc, List position title, employer, and location
Provide bio paragraph

Panelist #2 Full name, List licenses, degree's, Certifications etc, List position title, employer, and location
Provide bio paragraph

Panelist #3 Full name, List licenses, degree's, Certifications etc, List position title, employer, and location
Provide bio paragraph

Continue listing panelists until all are listed

-Break-

10:30 a.m. – noon **Part 1: Subject Area 1/Provide Brief sentence giving a subject matter summary.**

Moderator

Moderator Full name, List licenses, degree's, Certifications etc, List position title, employer, and location
Provide bio paragraph

Panelists

Panelist #4 Full name, List licenses, degree's, Certifications etc, List position title, employer, and location
Provide bio paragraph

Continue listing panelists until all are listed

Managing a SLGC Educational Outreach Program

(CASE STUDY)

Case Study Presenter Full name, List licenses, degree's, Certifications etc, List position title, employer, and location

Provide bio paragraph

Today's presentations can be viewed/downloaded http://www.usgbc-chicago.org/?page_id=108.

USGBC-Illinois and the Rockford/Northern IL Branch would like to thank you our panelists/speakers for their generous participation this morning.

Managing a SLGC Educational Outreach Program

Suggested Text for Marketing Material

It is recommended to prepare a marketing blurb to be used on a pdf flyer, registration page, and event agenda documents, provides a consistent message to market the event. Here is a sample blurb from the Going Green program:

We often hear about "going green," but what does that really mean to a city or town? And how can these types of projects be funded, especially in a time of severely restricted budgets? Green buildings and saving energy are hot topics, yet municipal leaders are often faced with separating out incomplete or out-of-date information. In addition, not enough information seems readily available on how to pay for these projects.

"Going Green and Paying for It: Green Tools for Municipalities" addresses these concerns by offering municipal leaders concise and expert information on how to improve the environmental sustainability of their town. The event will feature an expert panel providing guidance on how to start saving energy and money through green building practices and energy conservation. Attendees will leave with a clear explanation of the benefits of pursuing green building, energy efficiency and renewable energy at the municipal level, and how to pay for these improvements through grants and other available funding. The morning will conclude with a local community "how it was done" sustainability case study. Don't miss out on this opportunity to get up to speed on "green" – and how to pay for it!

Countdown cards to alert speakers

5 minutes

1 Minute
